WHOLESALER PACKING INSTRUCTIONS

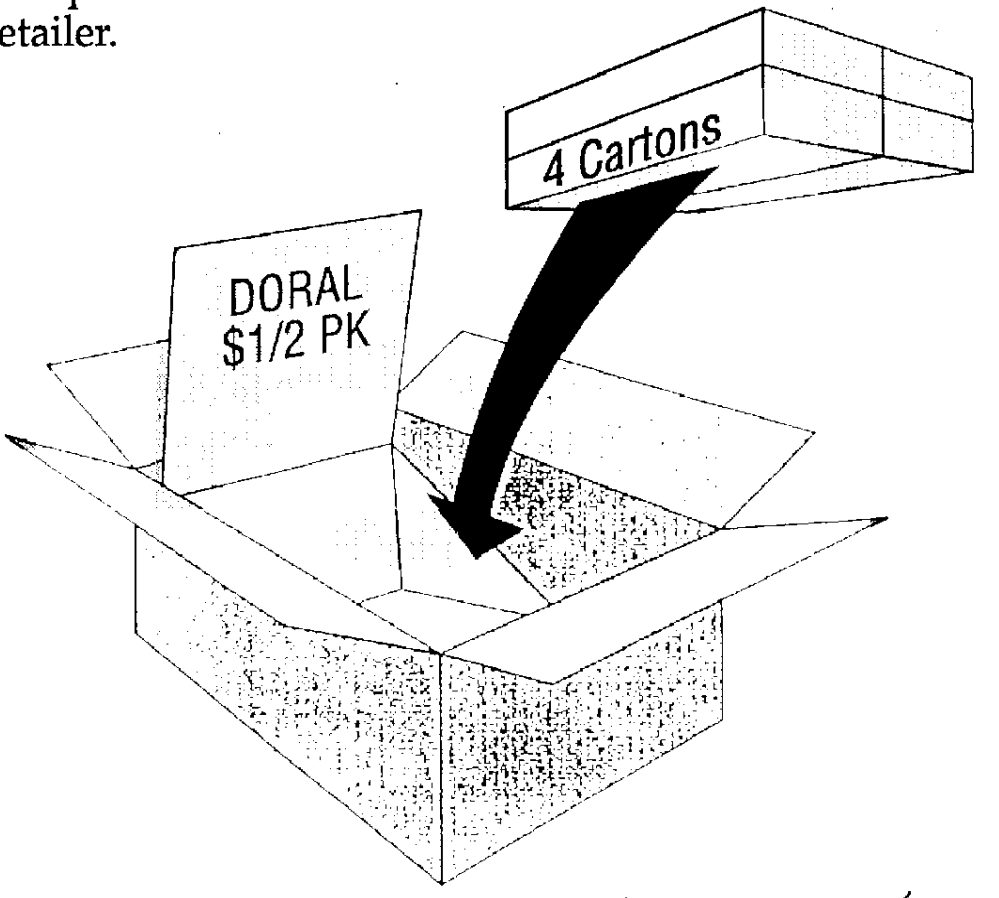
VALUE ADDED PROMOTIONS | 1ST QTR.'98

January DORAL $1.00/2 PK

($1.00 off 2 packs—Pack Outlets, CTS Pack)

STEPS

1. Open DORAL $1/2 PK shipping case.
2. Place 4 cartons of Doral promotional product into shipper/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



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Item: # 535481 - Pack Outlets
535625 - CTS Pack
Description: DORAL $1/2 PACKS Display / POS kit

* Pack 4 ctns per display
4 styles may not be shipped to all direct accts

* Brand Style	LIGHT	LIGHT 100	LIGHT MEN 100	FF 100		
Number of Cartons	1	1	1	1		

Source: https://www.industrydocuments.ucsf.edu/docs/mnnn0000

January Workplan Logistics (DTS 1/5/98 - 1/30/98)

60,600

	① DORAL $1.00 Off 2 Packs (Pack Outlets)	① DORAL $1.00 Off 2 Packs (CTS Pack)	① DORAL $1.00 Off 2 Packs (Supermarkets)	② DORAL $7.50 Off 15 Packs (CTS Carton)
1. Selling/Execution Detail				
Promotion Details	DORAL $1/2 Packs Pre-Sleeved (50¢. off tear tape on each pack). Offer includes DORAL & Co. name generation.	DORAL $1/2 Packs Pre-Sleeved (50¢. off tear tape on each pack). Offer includes DORAL & Co. name generation.	DORAL $1/2 Packs Pre-Sleeved (50¢ off tear tape on each pack). Offer includes DORAL & Co. name generation	DORAL "$7.50 off special 15-pack carton" (50¢ off tear tape on each pack). Offer includes DORAL & Co. name generation
Display Size/Load	20	60 (3 SKUs per CTS outlet)	40 (2 SKUs per committed supermarket)	80
Offer/Materials - Item #	Display/POS Kit #535481 3030	Display/POS Kit #535625	24" PMC #535652 POS Card #535655	CTS 15-Pack Carton Kit #535805 CTS POS Kit #535811
Includes	Counter Display Preassembled, POS Card and Wobbler	Counter Display Preassembled, POS Card and Wobbler	24" PMC POS Card	Carton Kit includes 10-15 pack special cartons POS Kit contains 2 Header Cards, 2 Side Cards, Paster
SKU Packing	1	1	1	10/SKU-Ctn Kit 1/SKU-POS
Recommended Displays	in SKU	in SKU	RJR Promotional Pack Platform	8-Case Display #527951 or Retailer Promotional Shelving
Off Invoice (Net Pricing)	Yes	Yes	Yes	Yes
2. ROU Detail				
Promotion #	800004	800005	800006	800007
Allocations Available	10/13	10/13	10/13	10/13
Model Available	10/13	N/A	N/A	N/A
Allocation Adjustments to Model	10/13 - 11/7	N/A	N/A	N/A
Templates Available	11/10	N/A	N/A	N/A
Value-Added Transfer Deadline	11/10 - 11/14	11/10-11/14	N/A	11/10 - 11/14
First Order Date	11/17	11/17	11/17	11/17
First Delivery Date to Direct Accounts	1/2/98	1/2/98	1/2/98	1/2/98
Reporting Dates	1/5 - 2/27	1/5 - 2/27	1/5 - 2/27	1/5 - 2/27
Placement Reporting	DOR JAN $1/2PKS	DOR JAN CTS PACK	DOR JAN SMKT PK	DOR JAN CTS CTN
Promotional Packaging UPC	12300-24695	12300-24695	12300-24695	12300-24696
Product UPC	101 - Lts 85-24698 101 - Lts 100-24750 101 - Lts Mthl 100-24752 101 - FF 100-24751 Ult Lts 100-24753 Lts Box 100-24757 FF Box 100-24756 Lts Box 83-24755 FF Box 83-24754	Lts 85-24698 Lts 100-24750 Lts Mthl 100-24752 FF 100-24751 Ult Lts 100-24753 Lts Box 100-24757 FF Box 100-24756 Lts Box 83-24755 FF Box 83-24754	Lts 85-24698 Lts 100-24750 Lts Mthl 100-24752 FF 100-24751 Ult Lts 100-24753 Lts Box 100-24757 FF Box 100-24756 Lts Box 83-24755 FF Box 83-24754	Lts 85-24864 Lts 100-24865 FF 100-24866 Lts Mthl 85-24867 Lts Mthl 100-24868 FF 85-24869 Ult Lts 100-24870 Mthl 100-24871 FF Box 83-24872 Lts Box 83-24873 FF Box 100-24874 Lts Box 100-24875

① DORAL $1/2 packs will be pre-sleeved in Winston-Salem. Each DORAL pack will have "50¢ off" tear tape. Each carton will contain five pre-sleeved 2-pack offers. Each 6M case contains 150 offers. Direct accounts should place four pre-sleeved cartons in each counter display and ship to retail. Recommended VAP payment to direct accounts is $4.90 per 6M promotional case to load display and ship. The $4.90 payment insures that we are equitable with other first quarter VAP payments. (No display/shipper for supermarkets - direct accounts only tax stamp product if applicable and ship to retail.)

② DORAL "$7.50 off 15 packs" will be in "live" cartons. Cartons will be marked on outside with "Special Offer" stickers on end panels. All packs will have "50¢ off" tear tape. Each 6M case will contain 20 15-pack offers. Direct accounts should place one specially marked carton into the promotional 15-pack carton. They should also place five additional specially marked (50¢ off tear tape) in 15-pack carton to complete the offer.

IMPORTANT: **DORAL product must be ordered by December 15 and scheduled for delivery to direct accounts the week of January 5 for assembly and shipment to retail week of January 19, 1998.**

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Revised: 10/30/97

Source: https://www.industrydocuments.ucsf.edu/docs/mnnn0000

Will use in conjunction w/ Pack for shortage

January Workplan Logistics (DTS 1/5/98 - 1/30/98)

5,400

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Revised: 10/30/97

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